

Press Release

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Stakeholder value management – The next generation:

Increasing a company's success with knowledge of individual preferences

New methodology for measuring and controlling the individual client and employee perception increases an enterprise's success – Ralf Roth, Mikel Stahl and Stefan Langenauer are now Managing Directors at LINK Value Germany

Frankfurt/Main, Feb. 12th, 2010. People don't make decisions on a purely rational basis, but always also rely on their emotional and individual preferences. In the meanwhile many enterprises have realized that the true business drivers are stakeholders such as clients or employees and that their financial success can be attributed to the stakeholders' esteem and emotional commitment. It is therefore all the more important to be aware of employees' needs and emotions as well as of clients' personal relationship to companies, brands, services and products in order to be able to take account of these in later stages.

Client loyalty and employee motivation can be measured individually

Until now there have been few reliable methodologies available that are appropriate for measuring and determining individual perceptions. An appropriate technique has now been developed by the ISG Institute (Saint Gallen, Switzerland) that specializes on social research and business intelligence. The institute's new approach is based on international research proving that people's behaviour is lead significantly by complex motivational and psychological factors such as moral concepts, motives and attitudes.

LINK Value Germany adapts this innovative measurement methodology to enterprise- specific challenges and implements these in companies. Unlike classical market research methods, this new approach enables clients' and employees' individual, personal cognitions to be identified as success drivers. The resulting insights are visualized with interactive, user-friendly software, which can be used by management as a basis for strategic decisions as well as by sales, marketing or HR departments to directly monitor clients and employees.

LINK Value Germany is a new subsidiary of LINK Marketing Service AG

This ground-breaking methodology is now available in Germany too and offered by the company LINK Value Germany GmbH which was founded for this purpose.

LINK Value Deutschland GmbH

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Geschäftsführer

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Both LINK Value as well as the renowned LINK Institute, which is market leader for ad hoc survey research in Switzerland, are subsidiaries of the LINK Marketing Services AG, Luzern.

Ralf Roth, Mikel Stahl and Stefan Langenauer have now been appointed as Managing Directors of LINK Value Germany GmbH which is located in Frankfurt a.M. Roth and Stahl join the company as Managing Directors and Managing Partners at LINK Value. Until recently, both worked for Information Resources Germany (IRI) and for The Nielsen Company (formerly: AC Nielsen) in different positions where they were responsible for consulting and sales. Stefan Langenauer will be assuming his new tasks as Managing Director at LINK Value in addition to his responsibilities as CEO of the Swiss LINK Institute.

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Photos



Ralf Roth (47)

Ralf Roth has been appointed as Managing Director and Managing Partner of LINK Value Germany GmbH. His background is in the classical market research field (The Nielsen Company, Information Resources Germany). Before that he was responsible in Marketing and Sales for the FMCG industry and in various agencies.

Photo: LINK Value, www.link-value.com



Mikel Stahl (44)

Mikel Stahl was appointed as Managing Director and Managing Partner of LINK Value Germany GmbH at the beginning of 2010. Stahl was previously responsible for Sales and Marketing in different posts in the industry, in sports marketing and for market research at Nielsen Germany and Information Resources Germany (IRI).

Photo: LINK Value, www.link-value.com



Stefan Langenauer (43)

Stefan Langenauer is the third Managing Director of the newly-founded LINK Value Germany GmbH located in Frankfurt a.M. He is also the CEO of the LINK Institute in Switzerland and Managing Director of the LINK Institute in Germany. Photo: LINK Value, www.link-value.com

About LINK Value Germany

LINK Value Germany GmbH is a provider of innovative relationship-management systems and overtakes the project supervision – i.e. auditing individual opinions, attitudes and behavioral patterns of social groups as well as the interpreting the results. In majority it belongs to LINK Marketing Services AG, Luzern, which is also the holding company for the LINK Institute.

For more information please visit www.link-value.com

About LINK Institute

The LINK Institute, founded in 1981, is market leader for ad hoc survey research in Switzerland with an approximate market share of 25%. The institute has been represented since 1986 in Germany with a subsidiary in Frankfurt.

In 2009 the company posted revenues totaling approximately 23 million Euros in Switzerland and Germany. The services offered by the LINK Institute range from survey conception to data collation and evaluation up to state-of-the-art data analytics and the respective implementation of conclusions. The institute conducts surveys for a variety of sectors such as the FMCG industry, the retail and financial services sectors, telecommunications, health care and the public sector.

For more information please visits www.link-institut.de

About the LINK Group

The LINK Group has offices in Luzern, Zürich, Lausanne, Lugarno and Frankfurt. New offices in Hamburg and Munich are also under construction. The LINK Group currently employs some 100 fulltime and 1400 part-time staff.

For more information please visit www.link.ch

About the ISG Institute

The ISG Institute (Saint Gallen, Switzerland) has developed a ground-breaking measurement methodology which facilitates the assessment and portrayal of soft factors such as opinions, attitudes and behavioral patterns and their integration into corporate management. ISG supplies their approaches and tools to international management and technology consultancies and is both an innovation driver in the fields of consulting and business intelligence as well as a forerunner for a new generation of controlling systems.

For more information please visit www.isg-institut.ch

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